

Message Text

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FM AMCONSUL ISTANBUL

TO SECSTATE WASHDC 5300

USDOC WASHDC

INFO AMEMBASSY ANKARA

AMCONSUL IZMIR

AMCONSUL ADANA

AMEMBASSY NICOSIA

AMEMBASSY TEL AVIV

UNCLAS ISTANBUL 1847

COMMERCE FOR BEWT/HALE

FROM STEBBINS

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJ: FOOD PROCESSING AND PACKAGING TRADE MISSION

1. SUMMARY: ALTHOUGH TURKEY CURRENTLY REPRESENTS SMALL MARKET FOR US FOOD PROCESSING AND PACKAGING (FPP) MACHINERY, IT HAS TREMENDOUS GROWTH POTENTIAL. TURKEY HAS A LARGE PRODUCTION OF FRESH FRUITS AND VEGETABLES. IN ORDER TO INCREASE DISTRIBUTION, PROCESSING IN SOME FORM WILL BE NECESSARY. FPP INDUSTRY MADE UP OF MANY SMALL CANNING OPERATIONS BUT THERE IS LITTLE COLD STORAGE AND NO FREEZING OF FRUITS AND VEGETABLES. MILK DISTRIBUTION SYSTEM LARGELY UNDERDEVELOPED. DOING BUSINESS IN TURKEY DIFFERS CONSIDERABLY FROM US PRACTICES AND AMERICAN FIRMS MUST LEARN TO ACCOMMODATE TO LOCAL CONDITIONS, WHICH ARE ALREADY FAMILIAR TO EUROPEAN COMPETITORS. MISSION PROVIDED EXCELLENT OPPORTUNITY TO ACQUAINT TURKISH BUYERS WITH U.S. PRODUCT LINES AND TO LEARN FIRST HAND OF PROBLEMS AND PROSPECTS FOR DOING BUSINESS IN THIS RAPIDLY GROWING MARKET. MISSION EXPECTS \$1 1/2 MILLION SALES IN NEXT 12 MONTHS; \$50,000 IN FIRM ORDERS BOOKED.

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2. U.S. PRODUCTS COMPETITIVE AND TIMING OF MISSION PERFECT.

BOOMING AGRICULTURE PRODUCTION MUST BE PROCESSED TO REACH EXPORT MARKETS. MEMBERS ESTABLISHED EXCELLENT RAPPORT WITH PRINCIPAL INDUSTRIALISTS FPP FIELD TO KEY IN ON THIS GROWTH. FOREIGN SERVICE PERSONNEL OUTSTANDING IN ALL RESPECTS AND AT ALL POSTS. ISTANBUL PROGRAM MOST COMPREHENSIVE AND ALL LEADING BUSINESSMEN MET WITH MEMBERS.

3. FOLLOWING IS SYNOPSIS OF RESULTS: ACTUAL SALES: \$50,000; PROJECTED SALES DURING NEXT 12 MONTHS: \$1,480,000; REPRESENTATION AGREEMENTS BEING NEGOTIATED: 2; LICENSING AGREEMENTS BEING NEGOTIATED

1; TRADE LEADS DEVELOPED: 54.

4. TURKISH BUSINESSMEN VERY IMPRESSED WITH CAPABILITIES OF MEMBERS AND SEVERAL PLAN TO VISIT U.S. SOON TO EXAMINE PRODUCTS AND SIGN SALES

ORDERS AND AGREEMENTS. SOME MISSION MEMBERS PLAN TO RETURN TO TURKEY FOR FOLLOW-UPS.

5. NO FINANCIAL OBLIGATIONS OUTSTANDING AND EXPENDITURES HERE WITHIN BUDGET ALLOCATIONS.

6. RENDELLI DEPARTED MISSION AS PLANNED ON JUNE 29. HOAR AND HOMEYER UNEXPECTEDLY DEPARTED MISSION JUNE 28 BECAUSE OF OTHER COMMITMENTS. FOUR MISSION MEMBERS AND DIRECTOR VISITED IZMIR WHERE MISSION TERMINATED JULY 2. COMPTON, GIRTON AND PETERSON PROCEEDED TO US ON JULY 2. DAVIS AND WIFE REMAINED IN IZMIR FROM WHERE THEY PLAN PROCEED TO TEHERAN.
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